

Fourth Quarter 1997 Workplan Index

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SELLING/EXECUTION DETAIL

**Distribute to all Sales Representatives, Retail Representatives
and Managers with Selling Accountabilities**

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Fourth Quarter 1997 Workplan Summary - Confidential

Month	October	November	December
Monthly Workplan Dates	9/29 - 10/31	11/3 - 11/28	12/1 - 1/2/98
Workplan Changeover			
Pack Promotions			
- WINSTON	B2G Hat		TBD
- CAMEL	① ←-----B2G2F-----→	←-----B2G2F-----→	
- SALEM	30¢ Tear Tape		
- DORAL		←-----B2G1F-----→	
- Cigarette/Tobacco Store Pack	DORAL Sign-Up Program	DORAL B2G1F	
- DPC	←-----WINSTON/SALEM/CAMEL/DORAL ②-----→		
- Supermarket			DORAL 40¢/2 Packs with Discount Cards
Carton Promotions			
- Supermarket			DORAL \$2 Buydown
- Cigarette/Tobacco Store Carton		DORAL Onsert	WINSTON Onsert
Initiatives (Selected Markets/Chains)	←-----→		
SME (Selected Markets)	←-----→		
Pricing: Gap (Full-Price), Ceiling (Savings), Matching (SALEM)	←-----→		
Partners: Wholesale Partners, Retailer Accrual Program	←-----→		

① Filter Box, Lights Box only, no menthol styles. Promotion worked in following regions only: N. California, Seattle, Pittsburgh, Cincinnati, Florida, S. California, Chicago, Minneapolis, Denver, Buffalo, Boston, Detroit.

② CAMEL and DORAL DPC will be worked in selected markets only.

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Fourth Quarter 1997 Marketing Objectives/ Strategies

This section is designed to help you understand the why, what and when of our monthly/quarterly promotional objectives and strategies.

CAMEL

Fourth Quarter Promotion Objectives/Strategies

- October B2G2F
 - Generate competitive full-price trial on base CAMEL's highest growth styles. (Filter Box and Lights Box only. No menthol styles will be worked in October.)
 - Promotion will be worked in the following 12 regions only:

<u>Super-Tier</u>	<u>Priority</u>	<u>Threshold</u>
N. California	Pittsburgh	Buffalo
Seattle	Cincinnati	Boston
	Florida	Detroit
	S. California	
	Chicago	
	Minneapolis	
	Denver	
 - B2G2F product will be presleeved in Winston-Salem. Each carton will contain two B2G2F offers plus two live packs.
 - Retail Packing Explanation Sheet will be in each display.
 - Allow direct accounts to ship B2G2F directly to retail accounts without additional packing.
 - Provide name generation opportunity with insert between BSGSF product.
 - Place in Pack Partners Outlets, concentrating on convenience/gas.
- November-December B2G2F
 - Generate competitive full-price trial on base CAMEL's highest growth styles (Filter Box and Lights Box).
 - Promotion will be worked in all regions.
 - Continue support of CAMEL Menthol with a portion of this promotion allocated to Menthol Box and Menthol Lights Box. Recommend allocating menthol SKUs where CAMEL Base, Newport and Marlboro Menthol are strong.
 - B2G2F product will be presleeved in Winston-Salem. Each carton will contain two B2G2F offers plus two live packs.
 - Retail Packing Explanation Sheet will be in each display.
 - Allows direct accounts to ship to B2G2F directly to retail accounts without additional packing.
 - Provide name generation opportunity with insert between BSGSF product.
 - Place in Pack Partners Outlets, concentrating on convenience/gas.
- Fourth Quarter Deeper Promotion Coverage (DPC) - CAMEL
 - To be worked only in N. California, S. California, Seattle and Denver Regions.
 - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
 - May be worked throughout the quarter.

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- Accrual Sleeves
 - Provide brand-specific, 2, 3, 5-pack sleeves to support discounting efforts funded by retail accrual/Gap.
 - Add equity to discounting efforts by emphasizing brand trademark and color palette (purple/yellow).
 - Utilize in all outlet types.
- CAMEL Cash 9 Metro Active II
 - Runs 8/15/97 - 12/31/97.
 - Catalog will be sent exclusively via direct mail to everyone who has redeemed an item utilizing CAMEL Cash in the last 18 months.
 - There will be no catalogs sent to retail or available for retail outlets.
 - Catalog will include the top items from current Cash 9 catalog plus additional items such as: Sony Web TV, CAMEL Pewter Flask, 1920's Style Retro Cigarette Case, CAMEL Midnight Wool Jacket, new ability to redeem C-Notes for actual cartons of product.
 - 1-800-CAMEL-Cash phone number can still be utilized by consumers if they want a catalog.
- A new exciting retail promotion called CAMEL Spotting will begin in October. Details will be provided at a later date.

Presence Objectives/Strategies

- Pricing POS
 - Provide brand-specific POS to support discounting efforts (Gap or Accrual funded).
 - Add equity to discounting efforts by emphasizing brand trademark and color palette (purple/yellow).
 - Utilize in all outlet types.
- Display
 - Proper PCD display load is critical in offensively driving and defensively protecting the brand.
 - ➔ CAMEL Box Filter and Lights Box Filter must be primary due to growth.
 - ➔ CAMEL Soft Pack Filter and Lights should be present for defensive protection.
 - ➔ CAMEL Menthol should be included to continue growth.
 - Continue to maintain separate display for Red Kamel whenever possible.
 - Red Kamel and CAMEL Wides displays may be placed in PM Exclusive or Lockout accounts to improve RJR's share and volume through increased distribution, product availability and presence (reference FSC-103-B).

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WINSTON

Fourth Quarter Promotion Objectives/Strategies

- October B2GF Hat
 - Generate competitive full-price trial on New WINSTON, Full Flavor KS Box, Light KS Box (50%) and Full Flavor KS Soft, Light KS Soft(50%). Provides offer with a No Bull premium relevant/appealing to the target smoker.
 - Delivers the "Stick to Stick" message on back of the packaging.
 - Place in pack Partner outlets, concentrating on convenience/gas.
 - Provide an additional \$5 per 12m case equivalent VAP payment to ensure that WINSTON promotions are shipped to retail the first week.
- December Pack Promotion
 - To be determined and communicated at a later date.
- Fourth Quarter Deeper Promotion Coverage (DPC) - WINSTON Full Flavor Box and Lights Box Styles.
 - Deliver positioning, provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
 - May be worked throughout the quarter.
- December Cigarette/Tobacco Store Carton Onsert
 - Communicate the "Stick to Stick" message via carton onserts to use in conjunction with Price Gap funds. Onserts do not have preprinted denominations.

NOTE: For maximum promotion visibility and impact, strive to work this program on the 8-case CTS display (May be utilized for two brands if needed)

- Accrual Sleeves
 - Add equity/positioning to discounting efforts by emphasizing brand trademark and color palette (red-white-red) by providing brand specific 2, 3, 5-pack sleeves to support discounting efforts funded by Retail Accrual/GAP.
 - Utilize in all outlet types.

Presence Objectives/Strategies

- Workplan POS
 - WINSTON should have the primary presence in WINSTON priority markets and should convey the WINSTON proposition in all markets.
 - Provide dominant, big brand presence with Red-White-Red advertising in all outlets.- Communicate multiple messages on package displays, "No Additives
 - New WINSTON - True Taste", "No bull in this Box" and "The only leading brand with no additives".

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- Supplemental POS/PDI
 - Stick-to-Stick comparison should be communicated in all outlets, in all markets via WINSTON changemat, small indoor banner, large poster, 6"x4" product card or APD advertising. At **minimum**, one piece of "Stick to Stick" advertising must be placed in every call.
 - Placement of WINSTON PDI such as No Bull floormat, metal sign and decals, Attitude II banner ("Do the math"), WINSTON Ceiling Logo and "pack/car inflatables should receive emphasis.
 - * Placement of pack/car inflatables must be at least 500 feet away from elementary, junior high and high schools and centers of youth activity such as children's playgrounds. **(Local ordinances vary. Be sure to check local ordinances regarding any additional restrictions.)**
- Pricing POS
 - Provide brand specific POS to support discounting efforts (Gap and Accrual funded).
 - Add equity to discounting efforts by emphasizing brand trademark and color palette (red-white-red)
 - Utilize in all outlet types.
- Display
 - Utilization of semi-permanent tower and temporary pack replica displays is critical in maximizing WINSTON positioning in calls with only one full price shared display or no permanent full price display.
 - Displays can also be used to gain additional presence in two full price footprint outlets.- WINSTON semi-permanent tower display may be placed in PM Exclusive or Lockout accounts to improve RJR's share and volume through increased distribution, product availability and presence (reference FSC-103-B).
- Consumer Mission
 - No Bull WINSTON's no additive point of difference is best communicated one on one with the competitive adult smoker. Continue to utilize two free pack coupon/consumer mission multi-brand coupon. It is not necessary that the consumer "trade in" their brand. Remember, the most important thing is to get a pack of New WINSTON in their hands!!
 - When implementing our Consumer Mission program, it is absolutely necessary that you strictly abide by our long standing policy not to offer our cigarette products to anyone under 21 years of age. When offering our products to adult smokers, you must verify the individual's age by physically observing the date of birth on the individual's driver's license or picture identification. This verification must be performed on every individual that you are making an offer to regardless of the age that individual appears to be. There must be no exceptions to this policy at any time, for any reason, under any circumstances. It is the responsibility of every employee to ensure that this policy is strictly adhered to.

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SALEM

Fourth Quarter Promotion Objectives/Strategies

- October 30¢ Off Pack Tear Tape Product Program (November-December TBD)
 - Defend SALEM's volume at an average PV rate of 33% nationally in C-Gas outlets on grid at a set rate of 30¢ off per pack.
 - To be worked on FF KS, LT KS, FF 100 and LT 100 as determined by Field Sales.
 - It is also vital to defending SALEM's volume that discounted product is prominently displayed via the 4-carton shipper display.
- Fourth Quarter Deeper Promotion Coverage (DPC) - SALEM FF KS, LT KS, FF 100 and LT 100 styles.
 - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
 - 30¢ off per pack discount rate.
 - May be worked throughout the quarter.
- Accrual Sleeves
 - Provide brand-specific 2, 3 and 5-pack sleeves to support discounting efforts funded by retail accrual/SALEM defense strategy.
 - Add equity to discounting efforts by emphasizing SALEM's current "Move to Smooth" positioning.
 - Utilize in all outlet types.

Presence Objectives/Strategies

- Workplan POS
 - SALEM should have presence in SALEM priority markets to defend volume vs. key menthol competitors as determined by Field Sales.
 - Provide big brand positioning with "Move to Smooth" advertising.
 - Available to all markets.
- Pricing POS
 - Provide brand-specific POS to support discounting efforts.
 - Add equity to discounting efforts by emphasizing brand trademark and positioning.
 - Dump bin riser card, counter display riser card, large poster and large and small starburst are available to all markets.

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DORAL

Fourth Quarter Promotion Objectives/Strategies

- Partners Cigarette/Tobacco Store (CTS)
 - October - DORAL & Co. CTS Sign-Up Program
 - ➔ Encourage existing DORAL smokers and competitive smokers to sign up for DORAL & Co. (i.e., bonus coupons, free carton offer with 70 seals, smoker's rights information).
 - Utilize 8-Case CTS display with 1-800-# POS and/or the DORAL Sign-Up Center with DORAL & Co. postage-paid Business Reply Cards (reference FSC-93-B).
 - Continue to execute ceiling strategy on DORAL with highly visible price communication on 8-Case CTS Display.
 - November - DORAL CTS Onsert
 - ➔ Use consumer pricing (buydowns or VPRs) in conjunction with DORAL & Co. continuity onsert. Onserts do not have preprinted denominations.
 - ➔ Promotion Goals
 - 1) Generate incremental competitive trial/volume.
 - 2) Generate increased retail presence to support DORAL's big brand image.

NOTE: For maximum visibility and impact, strive to work these programs on the 8-Case CTS Display (May be utilized for two brands if needed).

- Partners Pack and CTS Pack Outlets
 - November/December B2G1F with Name Generation
 - ➔ Generate trial among competitive smokers (offensive) by focusing on best-selling styles.
 - ➔ Generate competitive names for DORAL & Co. with name generation insert between packs.
 - ➔ Increase retail presence by positioning temporary promotional display in highly visible location.
 - ➔ B2G1F pre-sleeved in Winston-Salem. Each carton contains three pre-sleeved offers plus one live pack. (Retail Packing Explanation Sheet will be in each display.)

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- Partners Supermarket Outlets

- December 40¢/2 Packs Discount Cards and \$2 Carton Buydown

- ➔ Defend our existing volume base in supermarkets.

- ➔ Generate increased retail presence to support DORAL's big brand image by:

- 1) Utilizing 2-pack discount cards in conjunction with 40¢/2 packs on RJR promotional pack platforms with highly visible price communication.
- 2) Executing \$2 off carton buydown on temporary display or on-shelf with highly visible price communication.
- 3) Executing 40¢/2 pack and \$2 off carton buydown whether or not an active trigger is present (i.e., GPC, Basic or Marlboro discounting).

NOTE: In 7 high priority supermarket regions (Pittsburgh, Cincinnati, Richmond, Winston-Salem, Seattle, Denver, Minneapolis), you should follow the above guidelines unless an active trigger is present and you are matching at a higher value. If you are, then packs and cartons should receive the appropriate buydown (up to a \$3 ceiling cartons/30¢ packs) (e.g., \$2.50 carton buydown would equate to 25¢ a pack or 50¢ 2 packs with DORAL discount cards.)

- Fourth Quarter Deeper Promotion Coverage (DPC)

- To be worked only in S. California, Seattle, Denver and Pittsburgh (Rite Aid) regions.
- Generate competitive trial and protect existing volume base in lower volume outlets not receiving other RJR promotions.
- Tear tape packs will contain name generation insert for DORAL & Co.

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SME October - December Workplan Logistics

	WINSTON Cup B2GF Metal Trading Cards	WINSTON Drag B2GF 16 oz. Glass	CAMEL Cup B2GF Mug or Lighter	CAMEL Biker B2GF Lighter
I. Selling/Execution Detail				
Promotion Details	Buy 2 Get Free 2 Champion Trading Cards and a Continuity Offer for a choice from 4 Champion Tin Sets with proof of purchase	Buy 2 Get Free 16 oz Glass	Buy 2 Get Free Mug or Lighter, 10 mug offers and 10 lighter offers per display	Buy 2 Get Free Retro Biker Lighter 20 SKU with assembled display and paster
Display Size/Load	20	20	20	20
Offer/Materials - Item #:	Display/POS Kit 530702	Display/POS Kit 530732	Display/POS Kit 521744	Display/POS Kit 521900
- Includes:	Preassembled Display, Dump Bin Riser Card, 20 Metal Trading Cards Envelope, Continuity Bounceback	Preassembled Display, Dump Bin Riser Card, 20 Glass offers	Preassembled Display, Large Paster, 10 Mug Offers, 10 Lighter Offers	Preassembled Display, Large Paster, 20 Lighter Offers
- SKU Packing:	20	20	20	20
Recommended Displays	in SKU	in SKU	in SKU	in SKU
II. ROU Detail				
Promotion #	701240	701251	700054	700056
Allocations Available for Viewing	4/1/97	4/1/97	4/1/97	4/1/97
Value-Added Transfer Deadline	N/A	N/A	N/A	N/A
First Order Date:	4/1/97	4/1/97	4/1/97	4/1/97
First Delivery Date to Direct Accounts:	N/A	N/A	N/A	N/A
Reporting Dates:	6/30 - 11/28	6/30 - 11/28	12/30/96 - 1/2/98	12/30/96-1/2/98
SIS Reporting:	WIN CUP CARDS	WIN DRAG GLASS	CAM CUP MUG/LTR	CAM BIKER LTR
Promotional UPC	12300-70373	12300-70373	12300-23860	12300-23860
Product UPCs	N/A	N/A	N/A	N/A

ROU DETAIL

VAP PROMOTION TIMETABLE

See Attachment A.

DPC PROMOTION TIMETABLE

See Attachment B.

CTS/SUPERMARKET PROMOTION TIMETABLE

See Attachment C.

WORKPLAN POS

See Attachments D-I

PRICING MATERIALS

See Attachment J.

SME POS KITS/SUPPORT MATERIALS

See Attachment K.

DIRECT MARKETING/NON-RETAIL ACTIVITIES

See Attachments L-P.

COUPON CHECKOUT PROGRAM (CATALINA)

Coupon Checkout Program has not changed from Third Quarter 1997. Refer to Third Quarter 1997 Workplan (FSC-67-A) for details.

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VAP Promotion Timetable Fourth Quarter 1997

I. Promotion Details					
Month	October	October	November-December	November-December	November-December
Promotion	WINSTON B2G Hat 700927	CAMEL B2G2F 700041	CAMEL B2G2F 700037	CAMEL Menthol B2G2F 700039	DORAL B2G1F 701647
Offers Per Display	20	20	20	20	21
First Order Date	8/18/97	8/11/97	9/15/97	9/15/97	9/15/97
First Delivery Date to Direct Account	9/1/97	9/1/97	10/6/97	10/6/97	10/6/07
Direct Account Ships to Retail					
II. Pre-Planning and Execution					
Review with Direct Account					
Direct Account Administration					
Templates/Packing Instruction to Direct Account					
BSGSF Ordered					
BSGSF Delivery to Direct Account					
Premiums Ordered					
Premium Delivery to Direct Account					
Template Loaded/Reviewed					
Product Stamping					
VAP Assembly/Packing					
III. Follow-Up Process					
Review Unshipped SKUs					
Identify Missed Distributions					
Reload Distributions					
Ship to Appropriate Accounts					

- You may want to reformat Sections II and III to customize to your direct account. It is important to work out a mutually acceptable and clearly laid out timetable.

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DPC Promotion Timetable Fourth Quarter 1997

I. Promotion Details				
Month	October-December	October-December	October-December	October-December
Promotion	WINSTON 30¢ Off 1 Pack DPC (VPR) 701088	CAMEL 30¢ Off 1 Pack DPC (Tear Tape) (VPR)	DORAL 30¢ Off 1 Pack DPC (Tear Tape) (VPR)	SALEM 30¢ Off 1 Pack DPC (VPR)
Offers Per Display	40	40	40	40
First Order Date	8/18/97	8/18/97	8/18/97	8/18/97
First Delivery Date to Direct Account	9/1/97	9/1/97	9/1/97	9/1/97
Direct Account Ships to Retail	①	①	①	①
II. Pre-Planning and Execution				
Review with Direct Account				
Direct Account Administration				
Templates/Packing Instruction to Direct Account				
BSGSF Ordered				
BSGSF Delivery to Direct Account				
Premiums Ordered				
Premium Delivery to Direct Account				
Template Loaded/Reviewed				
Product Stamping				
VAP Assembly/Packing				
III. Follow-Up Process				
Review Unshipped SKUs				
Identify Missed Distributions				
Reload Distributions				
Ship to Appropriate Accounts				

- ① You have the option of working this promotion over a three-month period (July-September).
- You may want to reformat Sections II and III to customize to your direct account. It is important to work out a mutually acceptable and clearly laid out timetable.

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CTS/Supermarket Promotion Timetable

Fourth Quarter 1997

I. Promotion Details				
Month	November	December	December	December
Promotion	DORAL CTS Carton Onsert 701629	WINSTON CTS Carton Onsert 529610	DORAL Supermarket 40¢ Off 2-Pack Promotion 701622	DORAL Supermarket \$2 Buydown
Offers Per Display	TBD	TBD	TBD	TBD
First Order Date	9/22/97	10/13/97	10/13/97	10/13/97
First Delivery Date to Direct Account	10/6/97	11/3/97	11/3/97	11/3/97
Direct Account Ships to Retail				
II. Pre-Planning and Execution				
Review with Direct Account				
Direct Account Administration				
Templates/Packing Instruction to Direct Account				
BSGSF Ordered				
BSGSF Delivery to Direct Account				
Premiums Ordered				
Premium Delivery to Direct Account				
Template Loaded/Reviewed				
Product Stamping				
VAP Assembly/Packing				
III. Follow-Up Process				
Review Unshipped SKUs				
Identify Missed Distributions				
Reload Distributions				
Ship to Appropriate Accounts				

- You may want to reformat Sections II and III to customize to your direct account. It is important to work out a mutually acceptable and clearly laid out timetable.

October Workplan Logistics (DTS 9/29/97-10/31/97)

	① WINSTON B2G Hat	② CAMEL B2G2F
I. Selling/Execution Detail		
Promotion Details	Buy 2 Packs Get Khaki No Bull Hat. Offer includes product story insert and name generation. VAP must be shipped first week of October.	Buy 2 Packs Get 2 Packs Free "pre-sleeved product." Offer includes name generation.
Display Size/Load	20	20
Offer/Materials - Item #:	Display/POS Kit 529301	Display/POS Kit 531515
Includes:	Counter Display preassembled, 20 hats in sleeves with product story, DBRC	Counter Display preassembled, Large Paster
- SKU Packing:	20	1
Recommended Displays	in SKU	in SKU
II. ROU Detail		
Promotion #	700927	700041
Allocations Available	7/7	7/7
Model Available	7/7	7/7
Allocation Adjustments to Model	7/7 - 8/8	7/7 - 8/1
Templates Available	8/11	8/4
Value-Added Transfer Deadline	8/11 - 8/15	8/4 - 8/8
First Order Date:	8/18	8/11
First Delivery Date to Direct Accounts:	9/1	9/1
Reporting Dates:	9/29 - 11/28	9/29 - 11/28
SIS Reporting:	WIN OCT B2G HAT	CAM OCT B2G2F
Promotional UPC	012300-70373	012300-23860
Product UPCs	N/A	Filter Box - 24386 Lt Box - 24387

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① WAM accounts will participate in this promotion.

② CAMEL B2G2F will be pre-sleeved in Winston-Salem. Each carton will contain two B2G2F offers plus two live packs. Each 6M case contains 60 B2G2F offers plus 60 live packs. Direct accounts should place ten pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payment to direct accounts is \$14 per live 12M case to place cartons in preassembled display and ship. This equates to \$4.20 per 6M promotional case (RE: FSC-24-A). **To be worked only in Pittsburgh, Cincinnati, Buffalo, Boston, Florida, N. California, S. California, Seattle, Chicago, Minneapolis, Detroit, Denver.**

Revised: 7/29/97

October - December DPC Workplan Logistics
(DTS 9/29/97 - 1/2/98)

	① WINSTON October-December 30¢ Off 1 Pack DPC	①② CAMEL October-December 30¢ Off 1 Pack DPC	①③ DORAL October-December 30¢ Off 1 Pack DPC	① SALEM October-December 30¢ Off 1 Pack DPC
I. Selling/Execution Detail				
Promotion Details	Provide VPR discounting	Provide product with 30¢ offer printed on tear tape or VPR discounting	Provide product with 30¢ offer printed on tear tape and <u>name generation insert</u> or VPR discounting	Provide VPR discounting
Display Size/Load	40	40	40	40
Offer/Materials - Item #:	Display 529445 VPRs 529451	Display 530561 VPRs 530555	Display 522482 VPRs 522473	④ Display 530123 VPRs 531242
Includes:	1 Counter Display preassembled 1 sheet of 40 30¢/pack VPRs	1 Counter Display preassembled 1 sheet of 40 30¢/pack VPRs	1 Counter Display preassembled 1 sheet of 40 30¢/pack VPRs	1 Counter Display preassembled 1 sheet of 40 30¢/pack VPRs
- SKU Packing:	1	1	1	1
Recommended Displays	in SKU	in SKU	in SKU	in SKU
II. ROU Detail				
Promotion #	Reg DPC 701088	Tear Tape 701103 Reg DPC 701105	Tear Tape 701819 Reg DPC 700067	Reg DPC 701350
Allocations Available	7/7	7/7	7/7	7/7
Allocation Adjustments to Model	N/A	N/A	N/A	N/A
Templates Available	N/A	N/A	N/A	N/A
Value-Added Transfer Deadline	N/A	N/A	N/A	N/A
First Order Date:	8/18	8/18	8/18	8/18
First Delivery Date to Direct Accounts:	9/1	9/1	9/1	9/1
Reporting Dates:	9/29 - 1/30/98	9/29 - 1/30/98	9/29 - 1/30/98	9/29 - 1/30/98
SIS Reporting:	WIN DPC VPR 4Q WIN 4Q DPC DPLY (Record # displays placed)	CAM DPC VPR 3/4Q CAM 4Q DPC DPLY (Record # displays placed)	DOR DPC VPR 3/4Q DOR 4Q DPC DPLY (Record # displays placed)	SAL DPC VPR 4Q SAL 4Q DPC DPLY (Record # displays placed)
Promotional UPC	N/A	N/A	N/A	N/A
Product UPCs	N/A	Filter Box-24255 Lts Box -24256	Lts 100-24472 FF 100s-24261 FF Box-24473 Lts Box-24474 FF Box 100-24475 Lts Box 100-24476	N/A

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- ① Order VPRs separately.
 ② To be worked only in N. California, S. California, Seattle and Denver Regions.
 ③ To be worked only in Pittsburgh (Rite Aid), S. California, Seattle and Denver Regions.
 ④ Displays on open order - not allocated.

Revised: 7/29/97

November-December Workplan Logistics
(DTS 11/3/97 - 1/2/98)

	①② CAMEL B2G2F	② CAMEL Menthol B2G2F	①③ DORAL B2G1F	DORAL Cigarette/Tobacco Store Carton Onsert
I.Selling/Execution Detail				
Promotion Details	Buy 2 Packs Get 2 Packs Free "presleeved product." Offer includes name generation/lighter bounceback offer.	Buy 2 Packs Get 2 Packs Free "presleeved product." Offer includes name generation/lighter bounceback offer.	Buy 2 Packs Get 1 Pack Free "presleeved product." Offer includes DORAL & Co. sign-up.	DORAL & Co. continuity onsert with name generation (not a coupon). Field may also apply appropriate discount offer.
Display Size/Load	20	20	21	100
Offer/Materials Item #:	Display/POS Kit 532601	Display/POS Kit 532631	Display/POS Kit 533174	534110-Onsert 533111-POS Kit
Includes:	Counter Display preassembled, large paster	Counter Display preassembled, large paster	Counter Display preassembled.	Onserts-534110 POS Kit-533111 (2 header cards, 2 side cards and paster)
SKU Packing:	1	1	1	Onserts - 100/SKU POS Kit - 1/SKU
Recommended Displays	in SKU	in SKU	In SKU	527951 CTS 8-Case Display
I. ROU Detail				
Promotion #	700037	700039	701647	701629
Allocations Available	7/7	7/7	7/9	7/7
Model Available	8/4	8/4	8/4	N/A
Allocation Adjustments to Model	8/4 - 9/5	8/4 - 9/5	8/4 - 9/5	N/A
Templates Available	9/8	9/8	9/8	N/A
Free-Added Transfer Deadline	9/8 - 9/12	9/8 - 9/12	9/8 - 9/12	N/A
First Order Date:	9/15	9/15	9/15	7/2
First Delivery Date to Direct Accounts:	10/6	10/6	10/6	N/A
Reporting Dates:	11/3 - 1/30/98	11/3 - 1/30/98	11/3 - 1/30/98	11/3 - 1/2/98
SIS Reporting:	CAM NOV B2G2F	CA MTH NOV B2G2F	DOR B2G1F NOV	DOR NOV CIG/TOB
Promotional UPC	012300-23860	012300-23860	012300-23850	N/A
Product UPCs	Filter Box-24470 Lts Box-24471	Filter Box-24468 Lts Box-24469	Lts 85-24488 Lts 100-24489 FF 100s-24490 Lts Mthl 100-24492 FF85s-24493 Ult Lt 100s-24494 FF Box-24495 Lts Box-24496 FF Box 100-24497 Lts Box 100-24498 Mthl Box-24550 Lts Mthl-24491 FF 85s Mthl-24487	N/A

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- ① WAM accounts will participate in this promotion.
- ② CAMEL B2G2F will be pre-sleeved in Winston-Salem. Each carton will contain two B2G2F offers plus two live packs. Each 6M case contains 60 B2G2F offers plus 60 live packs. Direct accounts should place ten pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payment to direct accounts is \$14 per live 12M case to place cartons in preassembled display and ship. This equates to \$4.20 per 6M promotional case (RE: FSC-24-A).
- ③ DORAL B2G1F will be pre-sleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack. Each 6M case contains 90 offers per case plus 30 live packs. Direct accounts should place seven pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payment to direct accounts is \$14 per live 12M case to place cartons in preassembled display and ship. This equates to \$4.90 per 6M promotional case (RE: FSC-24-A).

Revised: 7/29/97

December Workplan Logistics
(DTS 12/1 - 1/2/98)

	WINSTON Cigarette/ Tobacco Store Carton Onsert	DORAL Supermarket \$2 Carton Buydown	DORAL® Supermarket 40¢ Off 2-Pack Promotion
I. Selling/Execution Detail			
Promotion Details	WINSTON "No Bull" Onsert with name generation (not a coupon). Field may also apply appropriate discount offer.	DORAL \$2 Carton Buydown (Active Trigger, i.e., GPC, Basic or Marlboro discounting not required).	DORAL 40¢/2 Packs in conjunction with DORAL 2-Pack Discount Cards (cards do not have specific values printed on them). (Active trigger, i.e., GPC, Basic, Marlboro discounting not required.)
Display Size/Load	100	N/A	N/A
Offer/Materials - Item #:	Onsert -527153 POS Kit -527150	N/A	533450
- Includes:	Onserts-527153 POS Kit-527150 (2 Header Cards, 2 Side Cards, Paster)	N/A	100 Cards and 2 Tent Cards for pricing
- SKU Packing:	Onserts - 100/SKU POS Kit - 1/SKU	N/A	100/SKU
Recommended Displays	527951 CTS - 8-Case Display	Temporary Floor Display or On-Shelf with High Visibility Price Communication	RJR Promotional Pack Platform
II. ROU Detail			
Promotion #	700557	N/A	701622 (cards only)
Allocations Available	7/7	N/A	Open Order
Model Available	N/A	N/A	N/A
Allocation Adjustments to Model	N/A	N/A	N/A
Templates Available	N/A	N/A	N/A
Value-Added Transfer Deadline	N/A	N/A	N/A
First Order Date:	10/6	N/A	10/6
First Delivery Date to Direct Accounts:	11/3	N/A	11/3
Reporting Dates:	12/1 - 1/30/98	N/A	N/A
SIS Reporting:	WIN AUG/DEC CTS	Use appropriate DORAL buydown code	DOR 2 PK CD 3Q/4Q and appropriate discount code
Promotional UPC	N/A	N/A	12300-23855
Product UPCs	N/A	N/A	N/A

① WAM accounts will participate in this promotion.

② Priority regions - Pittsburgh, Cincinnati, Richmond, Winston-Salem, Seattle, Denver, Minneapolis - Follow above guidelines unless an active trigger is present and you are matching a higher value. If so, packs should receive appropriate buydown based on your carton buydown denomination (e.g., \$2.50 and 25¢ pack or 50¢/2 packs with DORAL discount cards).

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Name: _____
 Employee # _____
 Assignment # _____
 Ship To #: _____
 Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
 SMS Order # _____

WINSTON Workplan POS - National (Excludes Florida)			
Item #	Order Quantity	SKU Pack	Item Description
• WINSTON Workplan POS - Cards			
526052		1	Large 24" PMC Card Dual
526055		1	Display Channel Strip
526061		1	11 Col Slide By Card
526064		1	Large PPD Card
526070		1	14" Header Card
526073		1	16" Pkg Merch Card
526082		1	Small Side Card
526085		1	19" Canopy Card
526091		1	28" Canopy Card
527105		1	36" Enhanced Canopy Card
526142		1	40 Pk End Cap Card
526145		1	80 Pk End Cap Card
527102		1	24" Enhanced Canopy Card
526172		1	Small PPD Card
526175		1	6-Sided Tent Card
526184		1	Hi Volume CD
526190		1	Lo Volume CD
526193		1	7-Col Slide By Card
526220		1	Enhanced 40 Pk Card
526223		1	Enhanced 80 Pk Card
526232		1	40 Pk Curved Enhanced CD
526181		1	Display Strip
• WINSTON Workplan POS - Transparencies			
526094		1	20 Col OPM Transparency
526100		1	Lg Pkg Transparency (Top)
526103		1	Lg Pkg Transparency (Bottom)
526112		1	15" x 49" Transparency
526115		1	19" Canopy Transparency
526121		1	Lg PPD Transparency
526124		1	14" Header Transparency
526130		1	Sm 16" Pkg Transparency (Top)
527093		1	Sm 16" Pkg Transparency (Bottom)
526133		1	36" Enhanced Canopy Transparency
526151		1	28" Canopy Transparency
526154		1	32" x 37" Transparency
526160		1	24" Enhanced Canopy Transparency
526202		1	Flex Side Transparency
526205		1	NSS Enhanced Transparency
526211		1	8-Col OPM Transparency
526214		1	Top Transparency
• WINSTON Workplan POS - Paper			
526163		1	Large Paster
526235		1	Red White Red One-Sheet
528353		1	Naked One Sheet

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NOTE: Florida should utilize POS communicated via WINSTON Launch workplan.

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Employee # _____
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Ship To #: _____
Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
SMS Order # _____

WINSTON ADJUSTABLE POLE DISPLAY POS - NATIONAL (EXCLUDES FLORIDA)			
Item #	Order Quantity	SKU Pack	Item Description
526853		1	"No Bull" Small Card (Front)
526874		1	Stick to Stick Small Card (Back)
526862		1	"No Bull" Medium Card (Front)
526865		1	"No Bull" Small Transparency
526871		1	"No Bull" Medium Transparency
526895		1	Red White Red Small Card
526901		1	Red White Red Medium Card
526904		1	Red White Red Large Card
526910		1	Red White Red Small Transparency
526913		1	Red White Red Medium Transparency
526922		1	Red White Red Large Transparency
526883		1	Stick to Stick Small Transparency
526892		1	Stick to Stick Medium Transparency
526931		1	Box Channel Strip (Front)
526934		1	Enh Large Top Sign
526940		1	Enh Large Top Sign Transparency

NOTE: Florida should utilize POS communicated via WINSTON Launch Workplan.

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Name: _____
 Employee # _____
 Assignment # _____
 Ship To #: _____
 Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
 SMS Order # _____

CAMEL WORKPLAN POS			
Item #	Order Quantity	SKU Pack	Item Description
• Header Signage - Transparencies			
522212		1	Large Package Merchandiser Transparency
522215		1	Small Package Merchandiser Transparency
522221		1	19" Canopy Transparency
522224		1	Large PPD Transparency
522230		1	14" Header Transparency
• Header Signage - Cards			
522233		1	Large Package Merchandiser Card
522242		1	Small Package Merchandiser Card
522245		1	19" Canopy Card
522251		1	Large PPD Card
522254		1	14" Header Card
522260		1	Small PPD Card
522263		1	7-Column Slide-By Card
• Non-Header Signage - Transparencies			
520694		1	Large Package Merchandiser Transparency
520685		1	Small Package Merchandiser Transparency
• Non-Header Signage - Cards			
520700		1	Large Package Merchandiser Card
520691		1	Small Package Merchandiser Card
520733		1	Channel Strip
520742		1	Display Strip
• Non-Display Signage			
522272		1	20-Column OPM Transparency
522275		1	8-Column OPM Transparency
522281		1	15" x 49" Horizontal Transparency
522284		1	Large Paster

CAMEL MENTHOL WORKPLAN POS			
Item #	Order Quantity	SKU Pack	Item Description
520622		1	Large Package Merchandiser Transparency
520640		1	19" Canopy Transparency
520625		1	Large Package Merchandiser Card
520643		1	19" Canopy Card
520670		1	Channel Strip
520721		1	Display Strip
510320		1	Small Starburst

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Name: _____
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 Assignment # _____
 Ship To #: _____
 Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
 SMS Order # _____

CAMEL ADJUSTABLE POLE DISPLAY POS				
Item #	Order Quantity	SKU Pack	Item Description	Graphics
Signage/Cards (Non-Lighted)				
525602		1	Enhanced Card	CAMEL Company
525611		1	Large Card	CAMEL Company
526295		1	Small Card	CAMEL Company
525620		1	Enhanced Card	Base
525632		1	Large Card	Base
525641		1	Medium Card	Base
525650		1	Small Card	Base
525665		1	Tray Strip	Base
525671		1	Medium Card	Cash
527024		1	Catalog Holder Card	Cash
525680		1	Small Card	Red Kamel
525692		1	Tray Strip	Red Kamel
525695		1	Enhanced Card	Menthol
525704		1	Large Card	Menthol
525713		1	Medium Card	Menthol
525725		1	Small Card	Menthol
525734		1	Tray Strip	Menthol
Signage/Transparencies (Lighted)				
525605		1	Enhanced Transparency	CAMEL Company
525614		1	Large Transparency	CAMEL Company
526301		1	Small Transparency	CAMEL Company
525623		1	Enhanced Transparency	Base
525635		1	Large Transparency	Base
525644		1	Medium Transparency	Base
525662		1	Small Transparency	Base
525674		1	Medium Transparency	Cash
525683		1	Small Transparency	Red Kamel
525701		1	Enhanced Transparency	Menthol
525710		1	Large Transparency	Menthol
525722		1	Medium Transparency	Menthol
525731		1	Small Transparency	Menthol

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 Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
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SALEM 1997 WORKPLAN POS

Item #	Order Quantity	SKU Pack	Item Description
• Pack Outlet			
503045		1	Small PPD Card
503051		1	Large PPD Card
503060		1	Display Strip
503063		1	Small Display Strip
503072		1	19 PCD Transparency
503075		1	20 Column OPM Transparency
503081		1	8 Column OPM Transparency
503090		1	24" Package Merch Transparency
503840		1	19" PCD Card
523733		1	24" Package Merch Card

SALEM 1997 ADJUSTABLE POLE DISPLAY POS

Item #	Order Quantity	SKU Pack	Item Description
• Pack Outlet			
527180		1	Small Transparency
527192		1	Medium Transparency
527210		1	Enhanced Transparency
527081		1	Tray Strip
527084		1	Small Card
527090		1	Medium Card
527165		1	Large Card
527171		1	Enhanced Card
527201		1	Large Transparency

VANTAGE 1997 WORKPLAN POS

Item #	Order Quantity	SKU Pack	Item Description
• Pack Outlet			
511805		1	8 Column OPM Transparency
511811		1	24" Package Merchandiser Transparency
511820		1	24" Merchandiser Card
511823		1	Small PPD Card
511832		1	Large PPD Card
511835		1	Display Strip
511841		1	Small Display Channel Strip
511850		1	19" Transparency

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Name: _____
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 Assignment # _____
 Ship To #: _____
 Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
 SMS Order # _____

DORAL 1997 WORKPLAN POS			
Item #	Order Quantity	SKU Pack	Item Description
DORAL Non-Pricing - Sustaining POS			
523700		1	24" Enhanced Canopy Transparency
523703		1	Large Package Merchandiser Transparency
523712		1	28" Canopy Transparency
523715		1	36" Enhanced Canopy Transparency
523730		1	19" Canopy Transparency
523832		1	Large PPD Transparency
523823		1	20-Column Transparency
DORAL Pricing POS			
523721		1	28" Canopy Card
523763		1	19" Canopy Card
523724		1	Large Package Merchandiser Card
523745		1	Small Package Merchandiser Card
523754		1	12" Header Card
523772		1	Small PPD Card
523760		1	Extended Channel Strip (Each SKU consists of 3 strips with different messages perforated)
523781		1	Folded Shelf Strip
523751		1	Channel Strip (Each SKU consists of 3 strips with different messages perforated)
523820		1	Large PPD Card
530141		1	Roll Dial Pricer Card
530144		1	6 & 9 Tray Side Card
523790		1	Small Vertical Paster
523793		1	Large Paster
523802		1	Extra Large Paster
528350		1	One Sheet Paster
523784		1	Pack Starburst
523775		1	Carton Starburst
523805		1	Special Offer Dump Bin Riser Card
523811		1	Special Offer Counter Riser Card
523814		1	Special Offer 24" Package Merchandiser Card
523784		1	* Pack Pricer Card (Special Price-You Save One Side/EDLP on Reverse)
533300		1	* Carton Pricer Card (Special Price-You Save One Side/EDLP on Reverse)
533303		1	* Large Paster (Special Price-You Save One Side Only)
DORAL Box Pricing POS			
533765		1	DORAL Box Small PPD Card (Pricing One Side/Brand Message on Reverse)
532664		1	* DORAL Box DBRC (Pricing One Side Only)
DORAL Menthol Pricing POS			
532670		1	DORAL Menthol DBRC (Pricing One Side Only)
532673		1	DORAL Menthol Channel Strip (Pricing One Side/Brand Message on Reverse)
532682		1	DORAL Menthol Ext Channel Strip (Pricing One Side/Brand Message on Reverse)

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* NEW

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 Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
 SMS Order # _____

PRICING MATERIALS

Pricing/Accrual POS/Sleeves

Item #	Order Quantity	SKU Packing	Item Description	Promotional UPC #
WINSTON				
529211		60	2-Pack Assembled	12300-70401
529163		900	2-Pack Flat	12300-70401
529220		60	3-Pack Assembled	12300-70402
529184		900	3-Pack Flat	12300-70402
529223		30	5-Pack Assembled	12300-70404
528821		1	Dump Bin Riser Card	
528824		1	Counter Display Riser Card	
528830		1	Large Paster	
528815		1	Large Starburst	
528812		1	Small Starburst	
CAMEL				
521990		60	2-Pack Assembled	12300-23865
521954		900	2-Pack Flat	12300-23865
521993		60	3-Pack Assembled	12300-23866
521972		900	3-Pack Flat	12300-23866
522002		30	5-Pack Assembled	12300-23894
487562		1	Dump Bin Riser Card	
487565		1	Counter Display Riser Card	
492191		1	Large Paster	
510440		1	Large Starburst	
510443		1	Small Starburst	
CAMEL Menthol				
510320		1	Small Starburst	
SALEM				
524315		60	2-Pack Assembled	12300-70401
521825		900	2-Pack Flat	12300-70401
524333		60	3-Pack Assembled	12300-70402
521834		900	3-Pack Flat	12300-70402
524354		30	5-Pack Assembled	12300-70404
503120		1	Dump Bin Riser Card	
503114		1	Counter Display Riser Card	
521843		1	Large Paster	
521861		1	Large Starburst	
521864		1	Small Starburst	
VANTAGE				
527462		60	2-Pack Assembled	12300-70401
527450		900	2-Pack Flat	12300-70401
511853		1	Dump Bin Riser Card	
511814		1	Counter Display Riser Card	
511844		1	Large Paster	
527444		1	Large Starburst	
527441		1	Small Starburst	

NOTE: VANTAGE 3-pack assembled, 3-pack flat and 5-pack assembled sleeves discontinued.

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Discounting Cards

Item #	Order Quantity	Packing	Item	Offer/Proofs	Available for Order	Exp. Date	III/ Poget Reporting	Promo UPC
533450		100/SKU	DORAL 2-Pack Discount Card	Provide name generation but do not carry a continuity offer (Each SKU contains 2 tent cards for pricing)	10/6/97	5/31/98	DOR 4Q DISC CD	12300-23855
513470		50/SKU	VANTAGE 2-Pack Discount Card	Provide name generation with bounceback of VANTAGE FYI newsletter	Currently	N/A (no expiration)	VAN DISC CARD '97	12300-70401

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Name: _____
 Employee # _____
 Assignment # _____
 Ship To #: _____
 Check One: Home ☐ Storage ☐

FOR ROU USE ONLY
 SMS Order # _____

SME POS Kits/Support Materials

Item #	Order Quantity	SKU Pack	Item Description	
WINSTON				
533750		1	Cup Kit includes:	(2) Pennant Ropes 25 Feet
				(1) 3 x 6 Banner
				(2) Danglers
				(2) Large Pasters
533693		1	Drag Kit includes:	(2) Pennant Ropes 25 Feet
				(1) 3' x 6" Banner
				(2) Danglers
				(2) Large Pasters
CAMEL				
522143		1	Cup Kit includes:	(2) Pennant Ropes 25 Feet
				(1) 3 x 6 Banner
				(1) Dangler
				(2) Large Pasters
			Cup High Impact Support Material:	SJRT
522152		1		SJRT Standee
522083		1		SJRT Mini Standee
522053		1		25 Feet Pennant Rope
522065		1		3' x 6" Banners
474683		1		4' x 24" Banners
			Biker High Impact Support Material:	
503171		1		3' x 6' Banner
522731		1		100 Feet Pennant Rope

All POS kits and support materials are allocated to your region.

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Revised: 7/29/97

WINSTON Direct Market - Fourth Quarter 1997: Smokers in Programs

Region	Competitive
Boston	14,018
New York Metro	6,650
Philadelphia	10,920
Buffalo	11,410
Pittsburgh	12,828
Cincinnati	11,585
TOTAL NESA	67,410
Winston-Salem	7,718
Atlanta	13,003
Florida	8,313
Dallas	7,088
Richmond	4,918
TOTAL SSA	41,038
Northern California	5,075
Southern California	6,213
Seattle	4,078
Houston	5,233
TOTAL WSA	20,598
Chicago	8,068
Minneapolis	5,653
Denver	8,873
Detroit	7,298
St. Louis	16,065
TOTAL MWSA	45,955

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CAMEL Direct Market - Fourth Quarter 1997: Smokers in Programs

Region	CAMEL Cash Metro Active II	CAMEL Spotting	CAMEL Conversion
Boston	22,072	42,744	7,423
New York Metro	14,501	23,995	3,068
Philadelphia	21,928	45,576	6,149
Buffalo	33,484	59,570	7,124
Pittsburgh	64,387	114,878	10,179
Cincinnati	69,989	118,971	10,049
TOTAL NESA	226,361	405,734	43,992
Winston-Salem	39,977	73,228	4,628
Atlanta	27,933	52,044	7,800
Florida	32,091	60,765	4,160
Dallas	28,148	52,659	4,433
Richmond	27,133	55,057	2,860
TOTAL SSA	155,282	293,753	23,881
Northern California	63,815	135,977	5,356
Southern California	45,539	101,176	5,369
Seattle	88,019	171,446	4,108
Houston	44,672	80,301	3,497
TOTAL WSA	242,045	488,900	18,330
Chicago	56,824	132,688	6,942
Minneapolis	64,227	142,292	5,928
Denver	80,303	177,231	9,191
Detroit	49,306	123,174	9,477
St. Louis	37,969	70,680	12,259
TOTAL MWSA	288,629	646,065	43,797

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SALEM Direct Market - Fourth Quarter 1997: Smokers in Programs

Region	Core Franchise	Fringe Franchise	Competitive	Total Smokers
Boston	343	6,705	3,356	10,404
New York Metro	558	10,076	4,667	15,301
Philadelphia	1,915	21,757	9,065	32,736
Buffalo	1,092	13,781	7,385	22,257
Pittsburgh	3,461	30,950	14,624	49,035
Cincinnati	2,510	20,832	8,187	31,529
TOTAL NESA	9,878	104,100	47,284	161,262
Winston-Salem	1,892	20,879	6,560	29,331
Atlanta	637	8,174	2,849	11,660
Florida	1,207	12,587	4,669	18,463
Dallas	805	10,693	4,042	15,540
Richmond	1,467	17,172	5,686	24,325
TOTAL SSA	6,008	69,505	23,806	99,319
Northern California	626	5,782	2,296	8,704
Southern California	288	5,370	1,775	7,433
Seattle	431	4,991	1,666	7,088
Houston	522	9,797	3,176	13,496
TOTAL WSA	1,867	25,941	8,913	36,720
Chicago	1,678	23,405	12,352	37,435
Minneapolis	1,198	12,796	5,829	19,823
Denver	757	12,684	4,514	17,955
Detroit	1,784	15,911	7,679	25,374
St. Louis	1,718	17,878	8,212	27,808
TOTAL MWSA	7,135	82,674	38,586	128,395

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VANTAGE/NOW Direct Market - Fourth Quarter 1997: Franchise Smokers in Programs

Region	VANTAGE	NOW
	Franchise	Franchise
Boston	2,925	2,511
New York Metro	4,180	3,634
Philadelphia	3,984	4,191
Buffalo	4,521	3,042
Pittsburgh	4,180	3,938
Cincinnati	15,671	5,010
TOTAL NESA	35,461	22,326
Winston-Salem	23,029	4,005
Atlanta	14,900	2,380
Florida	7,624	4,702
Dallas	8,982	2,140
Richmond	8,648	2,754
TOTAL SSA	63,183	15,981
Northern California	2,210	2,559
Southern California	2,007	2,053
Seattle	2,812	2,014
Houston	4,967	3,023
TOTAL WSA	11,996	9,649
Chicago	7,417	5,847
Minneapolis	8,832	3,520
Denver	7,192	4,065
Detroit	4,401	4,362
St. Louis	18,369	3,032
TOTAL MWSA	46,211	20,826

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DORAL Direct Market - Fourth Quarter 1997: Smokers in Programs

Region	Franchise - Birthday Cards	Franchise - Occasional User #5	Competitive Conversion Flow	Franchise UB #4	Holiday Card
Boston	2,667	10,884	6,881	5,040	10,896
New York	2,075	8,163	2,921	3,780	8,172
Philadelphia	5,500	19,954	5,045	9,240	19,976
Buffalo	11,978	47,164	13,341	21,840	47,216
Pittsburgh	14,983	54,420	16,373	25,200	54,480
Cincinnati	25,538	90,700	18,098	42,000	90,800
TOTAL NESA	62,740	231,285	62,658	107,100	231,540
Winston-Salem	15,320	64,397	12,965	29,820	64,468
Atlanta	11,862	46,257	8,607	21,420	46,308
Florida	18,071	68,932	8,916	31,920	69,008
Dallas	18,602	70,746	9,713	32,760	70,824
Richmond	15,139	56,234	10,841	26,040	56,296
TOTAL SSA	78,993	306,566	51,042	141,960	306,904
N. California	3,296	13,605	8,319	6,300	13,620
S. California	6,441	26,303	11,837	12,180	26,332
Seattle	5,928	23,582	10,465	10,920	23,608
Houston	10,152	39,001	5,598	18,060	39,044
TOTAL WSA	25,817	102,491	36,219	47,460	102,604
Chicago	12,495	46,257	12,545	21,420	46,308
Minneapolis	11,658	43,536	9,093	20,160	43,584
Denver	15,859	60,769	16,660	28,140	60,836
Detroit	9,979	39,001	17,036	18,060	39,044
St. Louis	20,642	78,002	15,244	36,120	78,088
TOTAL MWSA	70,634	267,565	70,579	123,900	267,860

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RJR/McLane VAP Promotion Timetable
3RD Quarter 1998

Revised 6/16/98

1) Promotion Details							
Month	July	July	July	August	August	August	September
Promotion	WINSTON \$1.00 Off 2 Packs #800750	SALEM 30¢ Off 1 Pack Tear Tape #800438	WINSTON 30¢ Off 1 Pack DPC #801037	CAMEL B2G1F #800594	CAMEL \$.30 Off 1 Pack DPC #801369	SALEM \$.30 Off 1 Pack Tear Tape #800438	CAMEL/WINSTON Big Pack for 7-11 Exclusively
Offers Per Display	20	40	20	21	40	40	30
First Order Date	5/18/98	6/8/98	5/18/98	6/1/98	6/15/98	7/6/98	7/13/98
First Delivery Date to Direct Account	6/8/98	6/29/98	6/8/98	6/22/98	7/6/98	7/27/98	8/3/98
Direct Account Ships to Retail (week of)	7/20/98	7/13/98	7/6/98* or 7/27*	8/3/98	8/3/98 or 8/24/98*	8/10/98	8/31/98
2. Pre-Planning and Execution							
Review with Direct Account							
Direct Account Administration							
Templates/Packing Instruction to Direct Account							
BSGSF Ordered							
BSGSF Delivery to Direct Account							
Premiums Ordered	RJR Item #542810	RJR Item #541964	RJR Item #544565	RJR Item #542405	RJR Item #545825	RJR Item #541964	RJR Item #544121
Premium Delivery to Direct Account			RJR VPR #544562		RJR VPR #545822		
Template Loaded/Reviewed							
Product Stamping							
VAP Assembly/Packing							
3. Follow-Up Process							
Review Unshipped SKUs							
Identify Missed Distributions							
Reload Distributions							
Ship to Appropriate Accounts							
Shipper UIN's	Special	924167 - 7-11		519991-Racetrac			040733 (7-11)
Account	World	936443	473173	471037	431205 (incl. 7-11)	007641	473173
	Western		152652				152652
	Sam's	133421	471268	472522	432252	613703	471268
		FF Box-25379-924100 Lt Box-25380-924126 UL Box-25381-924134	FF KS-24194-986042 Lt KS-24196-986067 FF 100-24195-986059 Lt 100-24197-986075	Bx KS-11212-490706 Lt Bx KS-11906-122648	Fil Bx-25377-430603 Lt Bx-25378-431056	Fil Bx-10312-064097 Lt Bx-10712-064089	FF KS-24194-986042 Lt KS-24196-986067 FF 100-24195-986059 Lt 100-24197-986075
							Win Box-11212-490706 Win Lt Bx-11906-122648 Cam Fil Bx-10312-064097 Cam Lt Bx-10712-064089

51851-4557A

 Minimum Weeks
 Additional Weeks Based on Contract Type

RJR/McLane VAP Promotion Timetable
July-August 1998

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1) Promotion Details				
Month	July	August	July	July
Promotion	WINSTON \$1.00 Off 2 Packs #800750	CAMEL B2G1F #800594	SALEM 30¢ Off 1 Pack Tear Tape #800438	WINSTON 30¢ Off 1 Pack DPC #801037
Offers Per Display	20	21	40	20
First Order Date	5/18/98	6/1/98	6/8/98	5/18/98
First Delivery Date to Direct Account	6/8/98	6/22/98	6/29/98	6/8/98
Direct Account Ships to Retail (week of)	7/20/98	8/3/98	7/13/98	7/6/98* or 7/27*
2. Pre-Planning and Execution				
Review with Direct Account				
Direct Account Administration				
Templates/Packing Instruction to Direct Account				
BSGSF Ordered				
BSGSF Delivery to Direct Account				
Premiums Ordered	RJR Item #542810	RJR Item #542405	RJR Item #541964	RJR Shipper #544565
Premium Delivery to Direct Account				RJR VPR #544562
Template Loaded/Reviewed				
Product Stamping				
VAP Assembly/Packing				
3. Follow-Up Process				
Review Unshipped SKUs				
Identify Missed Distributions				
Reload Distributions				
Ship to Appropriate Accounts				
Shipper UIN's	Special Account	924167 - 7-11	519991-Racetrac	
	World	936443	431205 (incl. 7-11)	473173
	Western			152652
	Sam's	133421	432252	471268
		FF Box-25379-924100 Lt Box-25380-924126 UL Box-25381-924134	Fil Box-25377-430603 Lt Box-25378-431056	Box KS-11212-490706 Lt Box KS-11906-122648
			FF KS-24194-986042 Lt KS-24196-986067 FF 100-24195-986059 Lt 100-24197-986075	

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* DPC/Low Volume DTS is 7/27/98 in majority of regions; however, select regions working 7/6/98 DTS. Schedules to accommodate earliest ship date.

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RJR/McLane VAP Promotion Timetable
July-August 1998

51851 4560

1) Promotion Details				
Month	July	August	July	July
Promotion	WINSTON \$1.00 Off 2 Packs #800750	CAMEL B2G1F #800594	SALEM 30¢ Off 1 Pack Tear Tape #800438	WINSTON 30¢ Off 1 Pack DPC #801037
Offers Per Display	20	21	40	20
First Order Date	5/18/98	6/1/98	6/8/98	5/18/98
First Delivery Date to Direct Account	6/8/98	6/22/98	6/29/98	6/8/98
Direct Account Ships to Retail (week of)	7/20/98	8/3/98	7/13/98	7/6/98* or 7/27*
2. Pre-Planning and Execution				
Review with Direct Account				
Direct Account Administration				
Templates/Packing Instruction to Direct Account				
BSGSF Ordered				
BSGSF Delivery to Direct Account				
Premiums Ordered	RJR Item #542810	RJR Item #542405	RJR Item #541964	RJR Shipper #544565 RJR VPR #544562
Premium Delivery to Direct Account				
Template Loaded/Reviewed				
Product Stamping				
VAP Assembly/Packing				
3. Follow-Up Process				
Review Unshipped SKUs				
Identify Missed Distributions				
Reload Distributions				
Ship to Appropriate Accounts				
Shipper UIN's				
Special Account	924167 - 7-11	519991-Racetrac		
World	936443	431205 (incl. 7-11)	473173	471037
Western			152652	
Sam's	133421	432252	471268	472522
	FF Box-25379-924100 Lt Box-25380-924126 UL Box-25381-924134	Fil Box-25377-430603 Lt Box-25378-431056	FF KS-24194-986042 Lt KS-24196-986067 FF 100-24195-986059 Lt 100-24197-986075	Box KS-11212-490706 Lt Box KS-11906-122648

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* DPC/Low Volume DTS is 7/27/98 in majority of regions; however, select regions working 7/6/98 DTS. Schedules to accommodate earliest ship date.

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